

ivy newsletter

FRIDAY, OCTOBER 1

WELCOME home to everyone -- we hope that you all had good summers and that everyone is in good health.

BAD NEWS first. Both Standard Oil and Guild Wine will not be with us this year. Standard Oil is a tough nut to crack. We know only that they "decided to go with print". Guild seems to have made a similar decision, although it also seems that they were more than a little unsatisfied with our performance in regard to the requested tear-sheets. We are still waiting for some, folks -- At any rate, all this will be discussed at the next meeting. Speaking of which --

THE NEXT MEETING is rather up in the air. We are trying to hold off until the audit is ready -- which is the main reason for coming together. Everything is in the hands of our high-priced accountant, and we're waiting. It took a full two months to get everything untangled. Rah, rah, rah!

OUR MAJOR SUMMER PROJECT as you will all remember from our last meeting, was our annual mailer. This year we sent out a beauty -- we had a thousand of them done, and they went out, and are still going out, to everybody we could think of. The response has been good; better than last year, and our first sale has already paid the whole production cost. You'll be getting more details, and a sample, the next time we see you. If you can't wait, try sleeping with the light on, and calling us for a "rush copy".

FOLLOW-UPS. Yes, for the first time since Ivy gave up its summer suite at the Waldorf, we are following-up our mailer in person in New York. Any of you hot-shots who have free time are welcome to join the fray. We have several hundred more people to see -- give us a call.

THANKS for replying to the request for vacation schedules. We anticipate similar promptness all year -- it really helps.

PLEASE send us any new station information and personnel changes that are in effect. It won't hurt either.

IF YOU WANT any specific information on surveys, Campus Media or any other activities before our next get together, ring the office. We have a telly. Ta-ta.